

QUALITY OF PAYMENT SERVICE AND PUBLIC SATISFACTION OF USERS OF USED HOUSEHOLD GAS NETWORKS OF PT. ARUN TOWARDS THE APPLICATION OF MODEL THE TOTAL QUALITY MANAGEMENT (TQM)

Azhari ^{1*}, Ismuhadi², Muhammad Multazam³

^{1,2,3} Universitas Bumi Persada

Corresponding E-mail: azhari@unbp.ac.id

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Abstract

Society needs comfort, tranquility, convenience and satisfaction from all needs and to fulfill their household needs in their daily lives. The purpose of this study is to determine the Quality of Payment Services and Community Satisfaction of Household Gas Network Users (JGRT) of Former PT. Arun Regarding the Application of the Total Quality Management (TQM) Model. The research method used is quantitative with the Ordinary Least Square (OLS) model. The targeted output is to be able to publish in the International Journal of Educational Review, Law and Social Sciences (IJERLAS).

Keywords: *Service Quality, Community Satisfaction and Total Quality Management*

INTRODUCTION

The rapid changes in the business world require companies to respond to the changes that occur, the main problem faced by companies today is how the company attracts customers and retains them so that the company can survive and grow. The rapid development of technology and information requires various companies to provide appropriate and fast solutions according to customer needs, so that customers are satisfied and will continue to subscribe. To answer this problem, marketing is one of the main activities carried out by the company to maintain its survival. In modern marketing, the marketing paradigm has shifted, not only creating transactions to achieve marketing success but companies must also have long-term relationships with customers.

Large and small company programs, both managed privately and large companies, have legal legitimacy recognized by the state with the aim of providing services and large profits. The community around the company can receive benefits in professionally managed coaching. In general, the community wants to get maximum treatment from the company, either directly or indirectly. In serving the community, because there is a company in the community environment, so that at least there is an opportunity to get advantages and convenience for the community around the vital project.

The demands of the community for excellent service today force service providers to reorganize public services provided to the community. The community can have various kinds of needs always looking for satisfaction in fulfilling their life needs. If the community does not get satisfaction, it will create a negative perception of service in the community environment. Hisibuan (2001) argues that, "service is an activity of providing services from one party to another, where good service is a service that is carried out in a friendly manner and with good ethics so as to meet the needs and satisfaction of those who receive it", according to (Alma, 2004), "service quality is the adjustment to the details where this quality is seen as the degree of excellence that is to be achieved". To achieve good quality public service, many aspects need to be considered.

To gain profit has become a natural thing for companies for the sake of the sustainability of the progress of their business management. However, what must be considered is how to maintain so that the public is satisfied with what is provided by the company, such as the quality of service and public satisfaction, which are important things for companies to pay attention to both aspects. Organizations basically have their own power in creating satisfaction felt by the community, both in payment and non-payment. The purpose of business is to create and retain customers/consumers/community. The Total Quality Management (TQM) model approach, quality is determined by the community. Therefore, by understanding the process, the organization can realize and appreciate the meaning of quality. This means that service quality has a close relationship with community satisfaction.

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Azhari et al

Based on the researcher's monitoring, the management of Household Gas Network (JGRT) payments is still manual, no people have paid online, and that is only done by private entrepreneurs trusted by PT. Arun. So from these problems it can be seen that people still feel dissatisfied when making payment transactions. The results of the researcher's monitoring, some feel happy and grateful for the existence of the Household Gas Network (JGRT) as a direct benefit for the community even though they pay according to their use. Users of the Household Gas Network (JGRT) benefit greatly, so that with the gas flowing directly into their kitchens, they use it easily for household needs and some are used for entrepreneurs by utilizing the Household Gas Network (JGRT) which has been provided by the former PT. Arun.

This study tries to evaluate the level of quality of payment services (agents) that have been running so far even though the conditions are still new, seen from the perspective of service dimensions, namely: tangibles, reliability, responsiveness, assurance and empathy. Researchers predict that there are still obstacles experienced by the company such as the readiness of workers in the field, the comfort facilities of pipes to households are still limited, and the location of customer payment places that will pay. Total Quality Management (TQM) is an approach to running a business that tries to maximize the competitiveness of the organization through continuous improvement of products, services, people, processes and the environment (Tjiptono and Diana, 2001). The implementation of TQM in every company activity is a form of operational strategy to achieve competitive advantage through improving product quality to overall management quality.

TQM is a tough challenge for leaders and their employees. The results of the researcher's temporary observations found that public satisfaction still often complains about the less than optimal Household Gas Network (JGRT). So that between the expectations felt by the community, it is still necessary to find the weak and strong points when applying the Total Quality Management (TQM) model in order to improve service quality. This can be done through management policies referring to these prospects, namely improving service quality in a sustainable manner supported by general autonomy at all levels and work units to ensure accountability and smooth competitive strategies. Policies like this can be realized in a professional Total Quality Management (TQM) model application program.

LITERATURE REVIEW

Understanding TQM

According to Sallis, (2011) Total Quality Management (TQM) is a management science theory that directs organizational leaders and their personnel to carry out continuous quality improvement programs that focus on achieving service quality levels and customer satisfaction.

Total Quality Management (TQM) Indicators

The Total Quality Management (TQM) indicators used in this study are Satisfaction, Respect, Management and Improvement. Sallis, (2011).

Understanding Service Quality

According to Tjiptono, (2007) service quality is an effort to fulfill consumer needs and desires and the accuracy of delivery in balancing consumer expectations.

Service Quality Indicators

The indicators of Service Quality used in this study are Tangibles, Empathy, Assurance, Responsiveness and Reliability. Tjiptono, (2007).

Understanding Community Satisfaction

According to Oliver (1997) in Nasution (2005), public satisfaction is a behavioral response, in the form of a post-purchase evaluation by customers/consumers/the public regarding a product or service that they feel or the performance or service itself.

Community Satisfaction Indicators

The indicators of Community Satisfaction used in this study are Needs and desires, Past experience, Quality experience, and Marketing communication. Nasution (2005).

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Azhari et al

METHOD

Types of research

The type of research that will be conducted is related to the quality of payment services and the satisfaction of the community of users of the Household Gas Network (JGRT) of the former PT. Arun towards the application of the Total Quality Management (TQM) model.

Place and time of research

The research location was in the operational work area of PT. Arun in Muara Satu District, Lhokseumawe City, Aceh Province. Meanwhile, the research period is from July to December 2024.

Population and Research Sample

The population used in this study is the community of users of the Household Gas Network (JGRT) of the former PT. Arun in 5 (five) villages out of 11 (eleven) villages in Muara Satu District. The characteristics of the sample taken are people who have been recorded as JGRT. This criterion assumes that the community has used the Household Gas Network (JGRT) facility. While the number of samples is 125 respondents (Head of Family), consisting of 25 respondents (head of family) from each village in Muara Satu District which are considered to represent the population of 5 (five) villages, namely Batuphat Timur, Batuphat Barat, Blang Naleng Mameh, Blang Pulo and Meuria Paloh.

RESULTS AND DISCUSSION

Multiple Linear Regression Results

Table 1 Multiple Linear Regression Test Results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,829	1,867		1,515	,133		
	Quality of Payment Services	,196	,076	,235	2,576	,012	,704	1,421
	Community Satisfaction	,154	,057	,270	2,717	,008	,593	1,687

a. Dependent Variable: Application of Total Quality Management

The regression equation from Table 4.10 above is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 2.829 + 0.196X_1 + 0.154X_2 + e$$

In the equation above, a constant value of 2.829 is obtained, meaning that if the variable Payment Service Quality, Public Satisfaction with the Application of Total Quality Management is 2.829.

Based on the table above, the ewom variable (X1) shows the regression coefficient value of the Payment Service Quality variable of 0.196 indicating a positive (unidirectional) relationship which means that for every increase in Payment Service Quality of one ordinal scale unit, the Application of Total Quality Management to Users of the Used Household Gas Network of PT. Arun will increase by 0.196.

Based on the table above, the variable of Public Satisfaction (X2) shows the value of the regression coefficient of the advertising variable of 0.154 indicating a positive relationship (one way) which means that for every increase in Public Satisfaction by ordinal units, the Application of Total Quality Management to Users of the Used Household Gas Network of PT. Arun will increase by 0.154.

Table: 2 Results of Correlation and Determination Coefficients

Model Summary ^b

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Azhari et al

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,661a	,436	,419	2,532
a. Predictors: (Constant), Payment Service Quality, Community Satisfaction				
b. Dependent Variable: Application of Total Quality Management				

Based on Table 4.4 above, the correlation coefficient (R) is 0.661. This value shows a close relationship (correlation) between the independent variables (Payment Service Quality, Community Satisfaction) and the dependent variable, namely the Application of Total Quality Management. While the coefficient of determination (R²) is 0.436, meaning that the variable of Payment Service Quality, Public Satisfaction with the Application of Total Quality Management for Users of the Used Household Gas Network of PT. Arun is 43.6.0%. The remaining 56.4% is influenced by other factors that are not studied or outside this research model.

Discussion

The Influence of Payment Service Quality on the Application of Total Quality Management

Based on statistical results, the Payment Service Quality variable has a positive and significant effect on the Total Quality Management of Used Household Gas Network Users of PT. Arun. The results of the hypothesis test (H1) show that the Payment Service Quality variable (X1) on Total Quality Management (Y) obtained a t-value of 2,576, which is greater than the t-table value of 1.98 and a significant value of 0.012, which is smaller than the alpha value, meaning that the relationship formed between the ewom variable and purchase interest is influential or H1 is accepted. This is the same as the research conducted by Rahmatul Husna, I Made Bayu Dirgantara (2020) who in his research stated that Payment Service Quality has a positive and significant effect on Total Quality Management.

The Influence of Community Satisfaction on the Application of Total Quality Management

The test results of the Community Satisfaction variable (X2) on the Application of Total Quality Management (Y) obtained a t-value of 2.717 greater than the t-table value of 1.985 and a significant value of 0.008 smaller than alpha, then advertising has a significant influence on purchasing interest or H2 is accepted. This means that Community Satisfaction displayed by the Application of Total Quality Management is in accordance with customer expectations, the Community Satisfaction variable here can provide information that is truly what consumers want. This is the same as the research conducted by Shela Meilita Agata Sukamto and Tri Wijaksana (2017) who in their research stated that Community Satisfaction has a positive and significant effect on the Application of Total Quality Management.

CONCLUSION

Based on the research results and discussion, several conclusions can be drawn as follows.

1. Payment Service Quality has a positive and significant effect on the Application of Total Quality Management of Used Household Gas Network Users of PT. Arun, this is proven by the regression coefficient of 0.196, the calculated t value is greater than the t table ($2.576 \geq 1.98$), and the significant value is 0.012 ($\text{sig} \leq 0.05$).
2. Public Satisfaction has a positive and significant effect on the Application of Total Quality Management for Users of Used Household Gas Networks of PT. Arun, this is proven by the regression coefficient of 0.154, the calculated t value is greater than the t table ($2.717 \geq 1.98$), and the significant value is 0.008 ($\text{sig} \leq 0.05$).

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QUALITY OF PAYMENT SERVICE AND PUBLIC SATISFACTION OF USERS OF USED HOUSEHOLD GAS NETWORKS OF PT. ARUN TOWARDS THE APPLICATION OF MODEL THE TOTAL QUALITY MANAGEMENT (TQM)

Azhari et al

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